



Module 6

Unit 6: New services - New audiences

Core video transcript

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Transcript

Slide 1

Hello. I'm Pilar Orero, from Universitat Autònoma de Barcelona, and in this ADLAB PRO video I will talk about new services and new audiences. This is Unit 6 in Module 6.

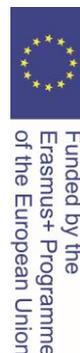
Slide 2

Audio description is a really very old service, though it was given this name in the last years of the 20th century. Audio description is associated traditionally to cultural performances in live or recorded conditions, such as cinema, theatre, opera and TV content.

2

Slide 3

Thanks to new technology, audio description is now mainstreaming in new domains such as education, in school or at the university, home environments, work, travelling or sports.



Slide 4

We can do a classification of new domains by profiling the persons who use audio description, but we can also do a classification by the events where AD is now used, and, finally, we can also list the many places where AD takes place.

Slide 5

We have many users when we open the scope of audio description. Beyond describing for entertainment, AD can be used, for example, for learning or for therapy issues. Students learning a foreign language will use audio subtitling, for example. It has been shown that AD is useful for children with autism spectrum. And we have the possibility of playing in mobile apps the recorded audio introductions when we arrive late for a play.

Slide 6

In events, audio description is used to describe the content, for example, the movie, or to describe an opera or a play, which is the traditional context. Audio description could be used to help people to interact with society such as voting for general elections, or when doing any paperwork with the municipality, for example, or in daily situations such as going to the bank, or buying a holiday online.

Slide 7

In terms of locations, audio description can take place anywhere, such as at home, at school or in hospitals. Basically anywhere you go or in any situation you are you can have an audio description. New technology will allow for audio description to be present: anywhere, anytime, and anyplace.

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